

## WHAT IS CLAIMED IS:

- 17* 1. A method of buying media resources for an advertising campaign comprising the steps of:
- transmitting a first mobile agent with a media availability query to a potential vendor;
- 5 receiving, via said first mobile agent, media availability from said potential vendor;
- processing said first mobile agent to create a media buy confirmation and, in response, creating a second mobile agent representing said media buy confirmation; and
- transmitting said second mobile agent representing said media buy confirmation
- 10 to said potential vendor.
2. The method of claim 1 further comprising the steps of:
- receiving, via said second mobile agent, buy confirmation from said potential vendor.
3. The method of claim 1 further comprising the steps of:
- generating a buy authorization including a first level of detail characterizing said advertising campaign;
- accepting, via a third mobile agent, said buy authorization;
- 5 processing said third mobile agent, and
- identifying potential vendors and, in response, generating said first mobile agent containing said media availability query to said potential vendor.
4. The method of claim 3 further comprising the steps of:
- generating a media campaign proposal and, in response, creating a fourth mobile agent representing said media campaign proposal;
- transmitting said fourth mobile agent representing said media campaign proposal
- 5 to said client;
- accepting, a fifth mobile agent, client approval of said media campaign; and

processing said fifth mobile agent to include information contained in said media campaign in said media buy confirmation.

5. The method of claim 1 further comprising the steps of:  
returning a sixth mobile agent representing an add run confirmation;  
processing said sixth mobile agent to create a postlog entry and, in response,  
creating a discrepancy notification.

6. The method of claim 5 further comprising the steps of:  
creating a seventh mobile agent requesting a third party add run confirmation;  
transmitting said seventh mobile agent representing said third party add run  
confirmation request to said third party; and  
5 returning said seventh mobile agent representing third-party add run confirmation.

7. The method of claim 1 wherein said step of accepting includes a step of  
modifying data contained in said job order.

8. The method of claim 1 wherein one of said steps of transmitting includes  
receipt of a corresponding one of said mobile agent and in response, automatic retrieval  
of data from a database in fulfillment of data requested by said corresponding one of said  
mobile agent.

9. The method of claim 1 further comprising the step of:  
maintaining a database recording a state of each of said mobile agents.

10. The method of claim 1 further comprising the step of:  
reformatting data contained in at least one of said mobile agents to interface with  
a computer system used by an intended recipient of said at least one of said mobile agent.

11. A computer system configured to perform the following steps:  
5 transmitting a first mobile agent with a media availability query to a potential  
vendor;  
receiving, via said first mobile agent, media availability from said potential  
vendor;

processing said first mobile agent to create a media buy confirmation and, in response, creating a second mobile agent representing said media buy confirmation; and transmitting said second mobile agent representing said media buy confirmation to said potential vendor.

12. The computer system of claim 11 further configured to perform the follow step:

receiving, via said second mobile agent, buy confirmation from said potential vendor.

13. The computer system of claim 8 further configured to perform the following steps:

generating a buy authorization including a first level of detail characterizing said advertising campaign;

5 accepting, via a third mobile agent, said buy authorization;

processing said third mobile agent; and

identifying potential vendors and, in response, generating said first mobile agent containing said media availability query to said potential vendor.

14. The computer system of claim 13 further configured to perform the following steps:

generating a media campaign proposal and, in response creating a fourth mobile agent representing said media campaign proposal;

5 transmitting said fourth mobile agent representing said media campaign proposal to said client;

accepting, via a fifth mobile agent, client approval of said media campaign; and processing said fifth mobile agent to include information contained in said media campaign in said media buy confirmation.

15. The computer system of claim 11 further configured to perform the steps of:

returning a sixth mobile agent representing add run confirmation;

5 processing said sixth mobile agent to create a postlog entry and, in response,  
creating a final discrepancy notification.

*part A1*  
16. The computer system of claim 15 further configured to perform the steps  
of:  
creating a seventh mobile agent requesting a third party add run confirmation;  
transmitting said seventh mobile agent representing said third party add run  
5 confirmation request to said third party; and  
returning said seventh mobile agent representing third-party add run confirmation.

17. The computer system of claim 11 wherein said step of accepting includes  
a step of modifying data contained in said job order.

18. The computer system of claim 11 wherein one of said steps of transmitting  
includes receipt of a corresponding one of said mobile agent and in response, automatic  
retrieval of data from a database in fulfillment of data requested by said corresponding  
one of said mobile agent.

19. The computer system of claim 11 further configured to perform the step  
of:  
maintaining a database recording a state of each of said mobile agents.

*Sub 17*  
20. A computer program contained on a computer readable media configured  
to perform the steps of:

transmitting a first mobile agent with a media availability query to a potential  
vendor;

5 receiving, via said first mobile agent, media availability from said potential  
vendor;

processing said first mobile agent to create a media buy confirmation and, in  
response, creating a second mobile agent representing said media buy confirmation; and

10 transmitting said second mobile agent representing said media buy confirmation  
to said potential vendor.

21. The computer program of claim 20 further configured to perform the steps of:

generating a buy authorization including a first level of detail characterizing said advertising campaign;

accepting, via a third mobile agent said buy authorization;

processing said third mobile agent; and

identifying potential vendors and, in response, generating said first mobile agent containing said media availability query to said potential vendor.

22. The computer program of claim 20 further configured to perform the steps of:

generating a media campaign proposal and, in response creating a fourth mobile agent representing said media campaign proposal;

5 transmitting said fourth mobile agent representing said media campaign proposal to said client;

accepting, via a fifth mobile agent, client approval of said media campaign; and

processing said fifth mobile agent to include information contained in said media campaign in said media buy confirmation.